

October 2012

NEW AND RENEWING MASB MEMBERS, LEADERSHIP APPOINTMENTS

We are pleased to announce that Charter members Kimberly-Clark, ConAgra Foods, Association of National Advertisers (ANA), Foresight ROI, and Blue Marble Enterprises have all renewed their MASB Charter memberships for three more years, and Loyola Marymount University, The Hershey Company, and Roger Sinclair have become Charter Members.

MASB membership development has been targeted to fill the organization's leadership positions including Directors, Advisors, Trustees, and Project Teams.

Hershey's Dr Rafael Alcaraz has been appointed Director of the MASB, and the following have been appointed to the MASB Advisory Council: Bill Bane (Kimberly Clark), Shane Scaramuzzi (ConAgra), Dr Michael Moore (University of California, Riverside), Debi Parcheta (Blue Marble), and Dr Roger Sinclair (at large). These new Advisors have also been appointed to a specific MASB Project Team, representing their Marketing and/or Finance discipline (see [BIOS](#)).

MASB is the independent, self-governing, cross-industry forum where Marketing and Finance agree on measurement for creating firm value.